

PROGRAM ASSESSMENT PLANNING FORM

Program to be assessed:

Title: Digital Video Production Program **CFVID**

Division: BCT Department: VAT

Code: 14500

Type of Award: ☐ A.A. ☐ A.S. ☐ A.A.S.
☒ Cert. ☐ Adv. Cert. ☐ Post-Assoc. Cert. ☐ Cert. of Completion

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place	Describe population to be assessed	Number of students to be assessed
Effectively execute three stages of digital Video production: a.) Preproduction, b.) production & c.) postproduction.	Completion of Final digital video Project(s).	Completion of Fall '06.	Students who complete all course work for video certificate.	All students who complete appropriate coursework
a.) Preproduction: Proficiency in script development & storyboarding for a digital video concept. b.) Production: Ability to operate a GL2 Camera & compose shots for indoor/outdoor settings. c.) Postproduction: Demonstrate computer software skills to edit digital video into a completed project.	Completion of Final digital video Project(s).	Completion of Fall '06.	Students who complete all course work for video certificate	All students who complete appropriate coursework

Scoring and analysis of assessment:

1. Indicate how the above assessment(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, other). Attach the rubric/scoring guide. The departmental rubric will be completed by a group of external professionals in the field of video production & post-production.
2. Indicate the standard of success to be used for this assessment. Two-thirds of all student work will be judged competent or highly competent by an external group of professionals.
3. Indicate who will score and analyze the data (data must be blind-scored). Department faculty members (those not teaching the course) will analyze and blind-score all data.
4. Explain the process for using assessment data to improve the program. Faculty members will measure areas in need of improvement(s) and modify accordingly.

Submitted by:

Name: **MATI ZACHARIAS** *[Signature]* Date: **11 Oct. 07**
 Print/Signature
 Dept. Chair: **Jennifer Baker** *[Signature]* Date: **2/21/08**
 Print/Signature
 Dean: **ROSEMARY WILSON** *[Signature]* Date: **3/20/08**
 Print/Signature

Please return completed form to the Office of Curriculum & Assessment, SC 247.

logged 3/24/08 sj
 Office of Curriculum & Assessment

Approved by the Assessment Committee 10/10/06

Program Assessment Planning Form.doc

1 Reviewed by AC 4/8/08 jg

DIGITAL VIDEO CERTIFICATE ASSESSMENT RUBRIC

Evaluator—please indicate on this form your evaluation of the productions found on the supplied DVD. Your feedback is greatly appreciated—Thank you!

NAME OF PRODUCTION: _____

PLEASE CIRCLE YOUR ANSWER.

I. PRE-PRODUCTION

1.) Narrative/Story structure:

- 3 pts-** The production tells a compelling story in a style or mood which suits the content. Very competent.
- 2 pts-** The production tells a connected story, but the style and mood do not suit the content. Competent.
- 1 pt -** The production is a disconnected series of scenes with no unifying story. No style or mood is apparent. Not competent.

II. PRODUCTION

2.) Camera techniques:

- 3 pts-** Overall the video is steady with few pans and zooms. Close-ups are used to focus attention. Video shows evidence of good composition (ratio of image to frame, line of gaze, pan/tilts, movement, and perspectives) Very competent.
- 2 pts-** Overall the camera is held steady. Pans and zooms are limited. The main subject is located slightly off center, using the "rule of thirds". Competent.
- 1 pt –** The camera is not held steady and excessive panning and zooming distract the viewer. Not competent.

3.) Audio techniques:

- 3 pts-** All audio is mixed well with actor lines (where applicable) clear and effective. Music is appropriate and levels are good. Technical competence of audio is very good. Very competent.
- 2 pts-** Most audio is mixed well with good use of music and audio. Technical competence of audio is good with room for improvement. Competent.
- 1 pt –** Technical competence of audio is poor and needs much improvement. Not competent.

4.) Lighting techniques:

- 3 pts-** Additional lighting is used effectively with almost no shadows or glares apparent. Lighting is very good with no noticeable weaknesses. Very competent.
- 2 pts-** Additional lighting is used but several shadows or glares are apparent. Lighting is adequate with some need for improvement. Competent.
- 1 pt –** Many scenes are too bright or too dark. Lighting is poor and exhibits no understanding of lighting technique. Not competent.

III. POST-PRODUCTION

5.) Editing techniques and pacing:

- 3 pts-** Overall all video clips fit the storyline. Clips are just long enough to make each point clear. The pace captures audience attention. Very competent.
- 2 pts-** Overall most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story. Competent.
- 1 pt –** Overall video clips are too long and do not advance the storyline OR too short and leave out essential action or dialogue. Not competent.

6.) Use of advanced editing techniques and special effects:

- 3 pts-** Digital editing techniques (trimming, transitions, special effects, sound tracks) are used creatively. All format and rendering problems have been solved effectively. The special effects on this DVD are produced very well. Very competent.
- 2 pts-** The video clips are digitally sequenced with transitions, special effects, sound tracks, and title tracks. Most format and rendering problems have been solved. The special effects on this DVD are adequate. Competent.
- 1 pt-** The video clips are digitally sequenced but show little evidence of editing. No evidence of solving format and rendering problems. The special effects on this DVD are not adequate. Not competent.

7.) DVD skills:

- 3 pts-** The DVD structure, layout, and indexing are designed for ease of use. Very competent.
- 2 pts-** The DVD structure, layout and indexing is designed adequately for ease of use but has inconsistencies. Competent.
- 1 pt.-** The DVD structure is weak in most areas. Not competent.

_____TOTAL POINTS _____AVERAGE

Points will be tallied and averaged

- 2.5-3.0 highest level of competency**
- 2.0-2.4 meets competency**
- 0.0-1.9 fails to meet competency**